

The Claresholm Advertiser

Vol. 1, No. 51

CLARESHOLM, ALTA., WEDNESDAY, APRIL 7th, 1915

Subscription, \$1.50 Per Year in Advance

Extra Postage Necessary Beginning April 15th

A war tax of one cent has been imposed on each letter and postcard mailed in Canada for delivery in Canada, the United States or Mexico, and on each letter mailed in Canada for delivery in the United Kingdom and British Possessions generally, and wherever the two-cent rate applies, to become effective on and from the 15th April, 1915.

This war tax is to be prepaid by the senders by means of a war stamp for sale by postmen and other postage stamp vendors.

Wherever possible, stamps on which the word "War Tax" have been printed should be used for prepayment of the war tax, but should ordinary postage stamps be used for this purpose, they will be accepted.

This war stamp or additional stamp for war purposes should be affixed to the upper right hand portion of the address side of the envelope or post card, close to the regular postage so that it may be readily cancelled at the same time as the postage.

In the event of failure on the part of the sender through oversight or negligence to prepay the war tax on each letter or postcard above specified, such a letter or postcard will be sent immediately to the nearest Branch Debt Letter Office.

It is essential that postage on all classes of mail matter should be prepaid by means of ordinary postage stamps. The war tax stamp will not be accepted in any case for the prepayment of postage.

Merchant Beats Them at Their Own Game

Jim Brown and I walked down to the depot just as the "local" was pulling in. Jim was a conscientious, hard-working merchant in a small town in Southern Alberta. He had a pretty fair business, too, although it had been better; the last two years it had been in a groove and now it was showing a slight decrease.

The station agent was signing for several parcels bearing the inevitable marks of a mail-order house. I watched Jim as he made a mental note of the fact that there were no packages in all, and that four of them were for customers of his.

We walked back to the store in silence. "Somebody" was doing some deep thinking and that "somebody" was Jim. Before I left him we had arranged to meet in the store that evening; we did, and immediately applied ourselves to the solution of the quickest and most effective method to overcome the "enemy." These mail-order packages were arriving too frequently and were not at all conducive to the prosperity of the business of which my friend was the owner.

It took about twenty minutes to assure ourselves that during the five years the railway had been in the town, express charges had been steadily on the wane—more on the way up and down than on the way up and down. This condition favored the mail-order house so it was up to Jim to reorganize to get speeded up to a degree that would hold the interest of his townfolk to a degree that would turn this interest into permanent patronage—and profits.

The first thing he did was to go through the stock. This took a bout three days. There he found a lot of odds and ends that had been accumulating for some time. He figured out the cost as near as possible and cleared them out at that. Other lines that were beginning to (Continued on Page Two)

Purely Personal Paragraphs

Herb England spent Easter with J. A. Gaudin and family.

Major James spent the Easter holiday at his home here.

Salney Dawson spent the Easter with friends here.

Mrs. D. B. Vanhorn and daughter Dorothy spent Easter with relatives in Lethbridge.

S. H. Price left Tuesday night for Edmonton where he expects to remain for the summer.

Miss Mabel Schoy, who has been attending school at Edmonton, is home for the Easter vacation.

Dave Dolphin and family, of Macleod, spent Easter with friends in town.

G. B. Moir, of Grant & Moir, Barons, spent Sunday with his mother, Mrs. J. E. Moffat.

Dave Linton and Dan Dougan were here from Calgary 31st battalion, for an Easter furlough.

Roy Soby, who has been attending college at Edmonton, spent his Easter at home and attended the wedding of his sister.

W. T. Cochran returned from Calgary on Monday, the proud possessor of a new Ford car.

T. C. Milnes has just completed the building of a fine barn on his farm north of town.

Miss Belle Collins returned on Monday from Calgary where she spent the Easter holiday.

Art Groves, formerly with the south-east paper, spent Saturday in town.

R. M. Larkin, of the 31st battalion, Calgary, spent the Easter holiday at his home in town.

Harry Knight, of the Union Bank, Cochrane, spent Easter at his home here.

H. L. Fink returned from the north in time to spend the Easter with his family in town.

Fred W. and Mrs. Elliott entertained a number of friends at a dinner-party on Sunday last.

J. S. Proven, of the 31st battalion, was down from Calgary to spend Easter with friends here.

L. A. Whitten and daughter Ruth, of Winnipeg, arrived on Tuesday and will spend a time at the home of Wm. Moffat.

Mrs. Frances Chamberlain and son Harold, are spending the vacation at their home on the Glenary Ranch.

Miss Esther Sundgren, of Calgary, spent Easter with the family of Gust Benson and attended the marriage of Miss Ida, on Monday.

Mrs. J. E. Moffat and son Ross spent a few days in Calgary last week visiting friends. They returned on Saturday.

Wm. Moffat, M. L. A., spent Easter with his family here, returning to Edmonton on Tuesday evening where he will remain until the close of the session.

Miss McPhee has removed her dressmaking parlors from Second ave north to the building on Railway st., one door north of the L. O. O. F. Hall.

B. A. Annable went to Calgary on Wednesday morning to see Mrs. Annable who is in the hospital in that city. Mrs. Annable is getting on very nicely.

Charlie Eade, of Hanna, former-ly of this town, passed through on his way to Pincher Creek to join his regiment. He had spent the night here at his home in Hanna.

Dr. Macrae; of Calgary Addresses Patriotic Meeting

The address of Dr. Macrae on Monday evening merited a much larger attendance than was in evidence at the patriotic concert in the opera house. The musical part of the program was short but select. The meeting opened as usual near nine with the regular hour. Dr. Steeves, president of the local society, was in the chair. Two choruses by a picked choir, "O Canada" and "Rule Britannia," in which the audience joined, stirred up about all the sentiment which showed itself. One of the best features of the musical program was the singing by about 30 school children of "The Best Old Flag of All."

Dr. Macrae's address was not at all lengthy but it contained matter which will be well remembered by Britisher should know and take to heart. He overturned the popular misconception of the attitude of the German people toward their kaiser and this war, Germany, even to the socialist, is solid behind the kaiser and the war lords, both in their conviction as to the necessity, in their prosecution, and in the ultimate of this war. A supreme, but misguided, patriotism is theirs. The speaker showed what an uphill fight it was for the British and the way of hope to which the patriots of the empire might cling, was the half-dog tenacity of the English, Patriotism is more than flag-waving. Until we have learned the lesson of patriotism unto sacrifice, we have not learned at all.

He paid a tribute to the chivalry of the British empire-builders of the past and present and showed that the appreciation of fair-play which the British had ever shown to the conquered had bound these conquered peoples firmly to the empire. The example of India, of the

Romans in Central Africa, the Boers in South Africa and others proved the loyalty of the conquered won by the British fair-play. The free nations within a nation, Canada, Australia, South Africa, made their spontaneous contributions to the motherland. They whose deeds were a pure democracy, recognized in this war a battle between these progressive ideals and reaction. United States, as it too, cherishes these ideals, is hated by Germany and in almost as great a measure as Britain is hated, the Germans looking first to the last to their ambitions in Europe and next to any obstructing nations in the path to world-empire.

Earl Roberts had striven as a seer, a prophet, to awaken England to the fact that which had now almost shaken her to the foundations. But no one would see. A set of circumstances, almost fortuitous, had drawn Britain into the fray before it was the purpose of Germany to bring her. It was the British lack of faith which held the enemy back after Mons and permitted the unprepared France, Russia and Belgium a chance to recover. What is our duty? A German historian vaunts this, "Germany is destined to plant the heel of the Hohenloer on the neck of Europe, then to plant that of the world." We must fight, or failing to fight, pay and pay to the bitter bounds of sacrifice. It is a wonderful life through this wonderful period of the world's history. But we must measure up to it. No weaklings are wanted in this critical time. What are we doing? Sheltering ourselves in ignorance of the great things that are occurring, of the great change that has come over a world, living our puny, selfish and self-centred lives? Britains must awake and play the game as men.

Local Farmer's Timely Suggestions on Tree Planting

(Written expressly for The Advertiser, by H. C.)

A most encouraging sign of the times is seen in the reports from several in this district who have grown trees of a more than usual demand for cuttings for planting. Evidently many are encouraged by the abundant moisture in the soil this year to make the start for a home among them. It is perhaps no one thing so easily within the reach of any of us on our prairie farms that will go so far toward giving our homes that look of permanence which distinguishes them as such rather than as merely places to stay until we have "made our money" and can go back to God's country. Most of us have learned by the time the fallacy of that old pipe-dream, and to see more people taking this simple means of evidencing their belief in the country and the possibility of a home for the future as well as the present, is a good sign and a significant one.

It may be that those conditions which have made wrecks of so many homes of late in the older lands, have brought home to us a fuller appreciation of our own. Certain it is that the prairie farmers might be in far worse case than at the present time, and if his present prospects pan out, his harvest time will be in a better position than ever before to go ahead with those improvements which will make his country right to look something like the place it should be, and is.

Therefore, let us plant trees, and then more trees. And not only plant but plant "on right and take care of them so they will have a good chance to grow and flourish; that is all they need, just a decent chance. Do not be discouraged before you start because

your neighbor tried some last year and failed. "Use old-fashioned things all up and died." There was some good reason for it, not the fault of the country and probably not the fault of the cuttings. Trees will do well here and don't you doubt it; it is just a matter of getting the right kind, planting them right and giving them for them for a few years until they can take care of themselves.

As to the kind to plant: the Balin 'o Gilead is hard to beat for general prairie planting, with the yellow, particularly the Golden Russian, a close second for border rows and hedges. The former is a rapid grower and perfectly hardy; it will not winter-kill for the simple reason that it has sense enough to shed its leaves and get ready for the winter at the first sign of frost; it is easily trained to form a strong, stocky trunk and, if planted thickly, can be forced to grow upward as well as sidewise.

Plant on clean summer-fallow or garden land, that has been plowed deeply and given so as to have a full exposure to the sun. Judge the distance apart by the tool you intend to cultivate with, and how many years you mean to stay by the job; the closer you put them, the sooner they will shade the ground and grow so thickly that you cannot cultivate them. Give them four feet apart and four feet in the row is good, or about six feet each way and do not forget to leave ten or twelve feet of plowed land around and keep it plowed. Cuttings should be eight to twelve inches long, year old wood, preferably, and planted most all in the ground. Cut a clean, smooth cut on the big end, make a hole with a spade, hoe, or pointed stick, and

At Home and Abroad

The Easter hat parade came off as per usual.

The compulsory school age may be raised from 14 to 15 in Alberta.

The Eye-Opener is out for prohibition. What do you know about that?

Miss Waterman, of Lethbridge, was the guest of Miss Colp for the Easter holiday.

The W. C. T. U. meets at the home of Jas. McKinney on Thursday afternoon.

The uniform of the Canadian soldiers is becoming a common sight on our streets each weekend.

Thos. Moore, of the Glenary Ranch, took a business trip to Calgary Monday evening.

J. T. North and wife of Parkland, were in attendance at the Amundsen-Soby wedding on Monday.

"Scotty" Condon, of the 31st battalion, Calgary, spent Easter in town with friends.

On the Water Wagon—Latest arrivals, King George, Lord Kitchener, Earl Grey.

China and Japan have come to terms and, for the time at least, a very awkward corner has been turned by these two oriental nations.

Thos. Moore, of the Glenary Ranch, has purchased two of the best Shorthorn bulls to be had in Alberta to head his Shorthorn herd.

"Engineer"—You are entitled to three and one-half shares of Alberta Petroleum consolidated stock for every share of Heron-Elder you held.—Ed.

Bulgaria disclaims any responsibility for the raid upon Serbian territory made by Bulgaria irregulars.

Geo. Hilger, a brother of Mrs. J. B. Boer, who has been attending the School of Agriculture, left on Tuesday for his home in Montana.

Miss Nellie Gray, a nurse in training at the Galt Hospital, Lethbridge, who has been spending a short vacation at her home here, returns to her duties this week.

Miss Ida Pine returned on Sunday from a visit to her brother Frank at Livingston, Mont. On her way home she visited friends at Post Falls and Spokane.

A. M. Gordon, of Edmonton, was in town on Monday, looking for more horses for the north country. He thinks the farmers in this place are hold-up artists.

At the meeting of the council Thursday night, it was decided to reduce the meter rental to 10 cents and to have this rate remain as a permanent charge.

On Thursday last week, the first prohibition legislation of the province of Saskatchewan came into force and the bars were closed at 7 o'clock.

Old Hard Times must be going for the dances are now "dances" and the musicians are now "clantantes." Or is it because Franco is our ally?

A leak in the water main at the corner of Railway and Second ave north has flooded the street and workmen are at work repairing the breach.

R. K. Peck left for Lethbridge Saturday night on business connected with the work of organization for the Alberta Temperance and Moral Reform League, of which Mr. Peck is an organizer.

Some of the farmers around Bowell, Alta., are returning the soil about which their claim is not better than a 3. In the bags were said saying that traces of mustard and wild oats would be found.

EASTER WEDDINGS

AMUNDSEN—SOBY

On Easter Monday afternoon at four o'clock, the marriage of Miss Julia Caroline, third daughter of Mr. and Mrs. J. M. Soby and Adolph Amundsen, son of Mr. and Mrs. O. J. Amundsen, both of Claresholm, was solemnized, the Rev. J. M. Harrison, their pastor, officiating. Presently at four to the strains of Mendelssohn's "Wedding March" played by Miss Bertha Harrison, the bride entered the church on the arm of her father. She was attired in white, veiled with shadow lace and wore the conventional veil and orange blossoms. She carried a large shawl or bouquet of Easter lilies. The bridesmaid was Miss Mabel Soby, sister of the bride, who wore white embroidered veil and carried a large bouquet of white roses. The two little maids of honor also carried baskets of flowers. Mr. Amundsen was attended by his brother, Charles, and Messrs. Ringrose and W. E. Atkinson were ushers. The aisles of the church were prettily decorated with flowers. A large crowd witnessed the ceremony, as both young people are very popular in church and other circles, the bride having been a member of the Sunday School for some time, teaching a class of girls and was also a member of the choir. Her services have been unsparring given as a soloist in entertainment and choir work in connection with the Methodist church in Claresholm. The groom is a popular young man, having entered with enthusiasm in all athletic pastimes. Only immediate relatives were formal guests. The bridal party left by motor car for Parkland where they took the train for a brief honeymoon in Calgary. Warmest congratulations are extended to the happy pair and the best wishes for their continued happiness and prosperity. Mr. and Mrs. Amundsen will take up residence on the farm of Mr. Amundsen, east of Claresholm, upon their return.

GALE—BENSON

The Norwegian Lutheran church was the scene of an interesting wedding on Easter Monday morning at 11 a.m. The Rev. M. B. Anderson, of Barr Hill, tied the nuptial knot between Miss Ida Maria A. Gale, a farmer's cast of Claresholm, and Ida Maria, fourth daughter of Gust and Mrs. Benson. The bridesmaid was her sister Bertha and John Jundland assisted the groom. Flowers were much in evidence at the church and there was a large attendance of friends of the young people. The bride wore becomingly a wedding gown of white silk embroidered veil and carried a bouquet of Easter lilies and carnations. She wore the conventional veil and orange blossoms. The groom wore a dark suit and a white shirt with a white tie. The ceremony was played by Miss Esther Sundgren, of Calgary. Accompanied by 35 guests, Mr. and Mrs. Gale returned to the home of her parents where the wedding dinner was served. The couple left on the evening train for Calgary. Upon their return they will make their home on the farm about 7 miles east of Claresholm. The Advertiser joins with the friends in wishing for the newly-wedded pair more than a share of happiness and continued through their lives together.

Fire, doing damage to the extent of over \$50,000, destroyed a portion of the business section of Magrath last Tuesday night. Among the stores which were destroyed was the Magrath Pioneer (newspaper). The fire started at the Kirby Hotel. The fire is thought to have started in the Electric Theatre.

NOW IS THE TIME To Freshen the Interior of your Home for the Winter

Fresh Clean Wall Paper, well put on,
Is More Sanitary—More Cheerful

WE GUARANTEE OUR WORK
Orders may be left at The Advertiser.

G. G. SUNDBERG

CLARESHOLM

Alberta.

PAPER HANGER
DECORATOR
PAINTER

PRAIRIE VIEW DAIRY—Healthy Cows, Sanitary Premises, Clean Handling

PRICES REASONABLE DAILY DELIVERY PHONE 92
MILK, 14 QUARTS FOR \$1.00 CREAM, 30% PER QUART
Rates on larger quantities given on application
Prompt Delivery Made of Special Orders

Fred Anderson, Proprietor, Clareholm, Alta.

UNDER NEW MANAGEMENT

ECONOMY BARN

Livery Draying Feed
Good Up-to-Date Phone 32 Farmers' Teams given
Rigs. Prompt Best Attention, Clean
Good Horses Feed, Good Accommodation,
Best Outfit Service Rates Reasonable.

J. F. Hagerman, - Proprietor
Clareholm, - Alberta.

FARMERS We have Best Grade GALT COAL \$5.50 A TON

SPECIAL RATES FOR SPRING SUPPLY

SEED WHEAT & OATS FOR SALE

(Oats will be much higher in the Spring)

Phone 410 Call at Night

NATIONAL ELEVATOR CO. LTD.
WOODHOUSE R. E. LEPARD, Agent

HORSEMEN!

The Breeding Season Is At Hand.

Nicely Printed Route Cards Are Not Only An
Advertisement, And An Announcement, But They
Serve Also As A Constant Reminder.

Bring Us A Photo of Your Horse and Have a Picture
at the Top of the Route Card.

Don't Forget To Bring Along the Alberta Regis-
tration Certificate Required by Law.

We Can Also Supply You with Breeders' Stand-
ard Certificate Notes, Books of 50 with Stub.

Bargain Prices for Month of April.

THE ADVERTISER OFFICE

3 Doors North
of Postoffice, Clareholm, Alta.

DAIRY BUTTER

According to Law

Must be so branded, if wrapped, and the Merchant
Dare Not Sell It or Have It In Possession unbranded
and the Housewife will not buy Butter Unwrapped
We did not make the law but we Do Print and Sell

BUTTER WRAPPERS

Nicely Printed with Your Name and Address

Best Parchment. Best Brine-Resisting Non-Poisonous Ink

Bargain Prices for April

THE ADVERTISER

RAILWAY ST. Near Postoffice. CLARESHOLM.

Merchant Beat Them at Their Own Game

(Continued From Page One.)

drag were cleared out too—then the
new goods were put in.

For the first time in his career
Jim made an appropriation for ad-
vertising. He used space in the
town "News" he circulated his
trade, in "let the people know."

A cost system was installed. He
cut his profits as low as possible and
depended on a larger volume of busi-
ness.

The change was remarkable.
Curiosity was aroused, this man de-
veloped into interest, and the inter-
est, in turn resulted in larger re-
ceipts. All the goods were plainly
marked, a spirit of fair dealing and
excellent service became more in-
tense.

A small table on which stationery
and ink were placed at the disposal
of customers suggested a personal
interest and desire to serve. This
found particular favor among the
farmers who drove into town per-
haps weekly and received their mail
on such occasions, oft times a letter
that needed immediate attention.
The expense was small, but the
privilege was greatly appreciated.

The day I left for home I was
in my good-luck. Jim, one of the
four who had received the mail-order
package came in to buy a suit.
Jim showed him several and he
liked one in particular. When he
heard the price he wouldn't buy;
he could get a good suit for so much
less from Winnipeg. Jim called
himself: "I'll sell it for that!"
and wrote out the check, took his
money and gave him a receipt.
The customer waited awhile, then
reminded Jim he was waiting for
the suit. "The suit? Oh, yes, you
don't get that today? Oh, no, you
all at the depot two weeks from to-
day—I'll be there! The change on
it will be \$2.45 (just about the dif-
ference in both prices). Of course,
if I happen to sell it before then,
why, I'll bring one as near like it
as I possibly can." The customer
looked at him, then he smiled,
when he spoke he simply said:
"Jim your right—I'll pay the charges
now and take it with me."

Of course that was original.
Jim had read it, believed it him-
self, but never passed it to his pa-
trons. Now he does.

All this happened a little over a
year ago. Jim was in town this
week; he called to see me. The first
thing I asked him was how he had
made out on the mail-order head.
And what do you think he said?
"There are so few mail orders come
into this town that affect me and
my time is so taken up with my
business—which is in excellent con-
dition—that I have practically for-
gotten the mail-order man during
the last six months."

There are dozens of merchants in
town throughout Alberta that are
now in the former position of Brown;
they can do the same as he did; it
takes a lot of work and energy but
it certainly pays well.

Any time the mail-order business
runs up against quality, Price and
Service there naturally comes a
choice in all our experience it has
always been the better, your custom-
er, but you can beat the mail-order
man.—The Commercial Re-
view.

NOTICE OF IMPOUNDED ANIMAL

Notice is hereby given that one
red cow, white in face, dehorned
branded S and Lury 5, numbered,
was impounded in the pound kept
by the undersigned on the n. e. 1
section 16, township 12, range 27,
west of 4th, on the 6th day of April,
1915.

Given under my hand this 6th
day of April, 1915, at Clareholm,
Alta.

GEOR BEMOX

Poundkeeper No. 3, Pound

Worth Remembering

The attention of the undersigned
has been called to a notice, unsigned,
which appeared in our contemporary
at the south end of town in which
an attempt was made to leave a
wrong impression in the minds of
those who were indebted to the Re-
view prior to Feb. 1st, 1914. The
books and accounts of that former
business are still in the hands of the
court and the matter is as much
sub-judice now as it was one year
ago. The accounts are claimed as
wages due the undersigned and,
until the matter is decided by the
court, Mr. Shortreed is no more en-
titled to collect the same than Kaiser
Wilhelm. Contra accounts
which stood as an indebtedness
against these accounts are not af-
fected by the unauthorized and un-
signed notice referred to, nor will
any future action affect these. The
accounts in dispute are those where
no arrangement for contra was made.
Mr. Shortreed legally is but the cus-
todian of the Review business since
his appointment in February, 1914.
Ask to see any order of the court
giving him the power to collect ac-
counts, contracted prior to the above
date, before making payment.

HARWOOD DEXAN

Again the attention of the makers
and the sellers of butter is called to
the Dairy Industry Act, 1914, which
became effective on Sept. 1st, 1914,
by which it is made an offence
punishable by law to offer for sale (this
applies to either the merchant or
the maker), "any dairy butter pack-
ed, moulded or cut into blocks,
squares, or prints and wrapped in
parchment paper unless such paper
is branded "Dairy Butter." The
letters must be at least a quarter of
an inch in size. The Advertiser
has already sold over 12,000 butter
wrappers and is in a position to give
you prompt service at right prices.
It is the interest of every maker
of good butter (and who does not)
to have one's own name on the
wrapper as well. It means that if
you sell your butter to the storekeeper
and a customer comes and asks
for good butter and sees the name
on the wrapper, the next time the
customer will ask for Mrs. So-and-
So's butter and this is advertising.
It is worth a share of the while of
the maker of dairy butter prop-
rietary as it is for the maker of any
other commodity—the name's
the thing.

We have had a heavy strain put
upon our supply of figures by the
unschool reports coming out. Next
the results of the exam for first year
students at the school of agriculture.
The use of different sizes of type
and light and heavy figures is due to
this. The school of agriculture re-
sults did not reach us until very
late. We are sorry to say that the
week the report of the results of the
exam for 2nd year students and
also the returns from the exam in
household science will appear.

Standing of First Year Students at School of Agriculture, Clareholm, for Term 1915-16

| Rank | Student | English | Maths | Science | History | Geography | Physical | Chemistry | Botany | Zoology | Home | Art | Music | Physical | Health | Total |
|------|-------------|---------|-------|---------|---------|-----------|----------|-----------|--------|---------|------|-----|-------|----------|--------|-------|
| 1 | W. H. H. H. | 85 | 80 | 75 | 70 | 65 | 60 | 55 | 50 | 45 | 40 | 35 | 30 | 25 | 20 | 500 |
| 2 | J. H. H. H. | 80 | 75 | 70 | 65 | 60 | 55 | 50 | 45 | 40 | 35 | 30 | 25 | 20 | 15 | 485 |
| 3 | M. H. H. H. | 75 | 70 | 65 | 60 | 55 | 50 | 45 | 40 | 35 | 30 | 25 | 20 | 15 | 10 | 470 |
| 4 | K. H. H. H. | 70 | 65 | 60 | 55 | 50 | 45 | 40 | 35 | 30 | 25 | 20 | 15 | 10 | 5 | 455 |
| 5 | L. H. H. H. | 65 | 60 | 55 | 50 | 45 | 40 | 35 | 30 | 25 | 20 | 15 | 10 | 5 | 0 | 440 |
| 6 | N. H. H. H. | 60 | 55 | 50 | 45 | 40 | 35 | 30 | 25 | 20 | 15 | 10 | 5 | 0 | 0 | 425 |
| 7 | O. H. H. H. | 55 | 50 | 45 | 40 | 35 | 30 | 25 | 20 | 15 | 10 | 5 | 0 | 0 | 0 | 410 |
| 8 | P. H. H. H. | 50 | 45 | 40 | 35 | 30 | 25 | 20 | 15 | 10 | 5 | 0 | 0 | 0 | 0 | 395 |
| 9 | Q. H. H. H. | 45 | 40 | 35 | 30 | 25 | 20 | 15 | 10 | 5 | 0 | 0 | 0 | 0 | 0 | 380 |
| 10 | R. H. H. H. | 40 | 35 | 30 | 25 | 20 | 15 | 10 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 365 |
| 11 | S. H. H. H. | 35 | 30 | 25 | 20 | 15 | 10 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 350 |
| 12 | T. H. H. H. | 30 | 25 | 20 | 15 | 10 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 335 |
| 13 | U. H. H. H. | 25 | 20 | 15 | 10 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 320 |
| 14 | V. H. H. H. | 20 | 15 | 10 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 305 |
| 15 | W. H. H. H. | 15 | 10 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 290 |
| 16 | X. H. H. H. | 10 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 275 |
| 17 | Y. H. H. H. | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 260 |
| 18 | Z. H. H. H. | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 245 |

*S means supplementary exam must be taken in the subject.

ADVERTISERS want in the media
which they employ, many features
of varying importance, and the ab-
sence of any one affects the ultim-
ate value only to the extent of its
relative importance. These embrace a wide
and comprehensive circle of readers, a pre-
stige legibility of sympathy of aim and en-
deavour which gives a dignity to the printed
invitation to a business relation, a reliance
upon the originality of conception; and in-
dividuality of execution which places the
message in a pleasingly impressive manner
to the reader, and with these regularity in-
creases efficiency.

JUDGED by these and other advantages
The Clareholm Advertiser offers the
discriminating advertiser a hearing in
the Journal of the town, in the town-
ship and in the homes of the town-
people—The Advertiser is not a billboard,
or an inanimate mere registering machine;
it is alive to the interests of the town, dis-
tributing the province and hence its added
value to the advertiser.

PRINTING is an art; one does not
learn to be a printer but he learns to
handle the implements of his art—
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